

Biographical Note

Dr. Vipin Agrawal holds a PhD. (Business Administration) from Aligarh Muslim University, Aligarh, India and Masters in Business Administration (MBA) from Faculty of Management Studies, Banaras Hindu University, Varanasi, India. He has qualified National Eligibility Test (NET) for Lectureship and Junior Research Fellowship (JRF) in Management conducted by University Grants Commission's (UGC), New Delhi, India. He has more than 12years of work experience in academics and industry. He is presently teaching Lancaster University Management School, UK programmes in India under GD Goenka World Institute, Gurgaon, India. Prior to joining GD Goenka World Institute in 2010, he has taught at top business and design schools in India including Department of Fashion Management Studies, National Institute of Fashion Technology, New Delhi , University of Bradford, UK programmes in India under IILM , New Delhi and School of Management Sciences, Varanasi, India. He is an Associate Fellow of the UK Higher Education Academy, the Higher Education Academy, UK. He has having extensive experience of teaching in foreign universities degree programmes in India. He specializes in marketing with teaching and research focus on consumer behavior, brand management, organizational marketing, management of the marketing innovations, organizational marketing, sales & distribution management. He reviews papers for various Emerald Journals like Marketing Intelligence and Planning and Asia Pacific Journal of Marketing and Logistics. His present research focus on consumer based brand equity, country of origin, consumer product involvement, and ethical issues in Marketing